

THE ORIGINAL

# Moonbeams

BY COLONEL LITTLE

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## Clock Fiddling Time is ripe in the Valley of the Moon

Had a hard time deciding on our weekly headline this time. It's National Dog week, which really rates mention, and also Saturday night we push the hands of the clock around (back an hour)—an obnoxious pastime twice a year. The clock business got the nod.

**OPEN HOUSE**, door prizes, special displays, price reductions—October 6 climax Grand Opening of **VALLEY WATCH REPAIR**.

So, before you go to bed Saturday night, shove the time back and forget about it. You'll gain an hour. And you'll still be considerably confused for a week or two till you get used to it.

**RAY'S SIGNAL SERVICE**, Arnold Drive at Cecilia, Eldridge. Good Gas and Good Service always. Complete Grocery department.

Don't know what you can do about National Dog week. Most everybody likes dogs, and they've been a good friend to man for many centuries. Maybe an extra good feed or two will make him feel a bit better and also wonder what he's done to deserve the extra attention.

**YELL'S ACRES NURSERY**, in the heart of Glen Ellen. Specialists in Dahlias, Fuchsias, Tuberous Begonias. Make selections now.

Then Saturday's really the beginning of the football season, tho there's been some playing already—and some upsets. These national football "experts" can pick 'em just as wrongly as you can, so pay no attention. Just stay pulling for your favorite team no matter what the experts say.

**TOWN HOUSE SUPPER CLUB**, Glen Ellen. Superb food served in comfortable surroundings. Cocktails. Worth your visit—anytime.

In our own case it's always Michigan State, and they're playing Stanford at Palo Alto this Saturday. After the game we'll have the exquisite pleasure of calling on about six persons to collect our dollar.



**BOYES VARIETY STORE**—where you'll find those hard-to-get items. Everything for school, sport, your house, garden and yard.

A number of the political candidates harp on the poor "little people" and what should be done about them. We feel we're a "little people" but have no sense of being downtrodden and handicapped or treated unfairly. After all, it's up to the individual. If he's a square-shooter and moderately a go-getter he'll do all right under any administration. If not, no political party can help him—permanently.

**SONOMA FURNITURE MART, Broadway.** A new department: Imported Gift China, Giftware, Ceramics for every purpose.

There's been quite a few new Moonbeams advertisers during September. Let's list 'em:

There's Mrs. Kay, who can advise you on business and romance, and she'll tell you straight.

Sonoma Mill & Lumber Co. is in for the first time. It's one of the Valley's old standbys in quality lumber and millwork.

Todd Construction-Estimating Service is a new one—to be consulted in all surveying, planning and improvement projects.

Ray's Wrecking Yards offer a real service, if you need parts for your car, have a wreck, or decide to retire your present car forever.

Another Ray. This is Ray's Service, on Arnold drive up toward Eldridge. It's a good service station, along with a good grocery.

Yell's Nursery in Glen Ellen is a specialist in dahlias, fuchsias, tuberous begonias, roses, and a lot of other garden jewels. Visit 'em.

Broadway Cafe in Sonoma is a new advertiser. Pop and Mom used to own a Boyes cafe, but their old friends ferret them out in Sonoma.

**BANCROFT NURSERY, Sonoma.** Time to plant bulbs, shrubs, trees, Fertilize, too. And we've got cut flowers, potted plants.

Better get this in this week: Rustic Inn, Glen Ellen, launches its fall series of fish fries, starting Friday, Oct. 5. Wonderfully fried pan fish (don't know the species) are served, starting at about 8 p.m. All free. Delicious. Desirable. Delovely. You're invited.

**TODD CONSTRUCTION - ESTIMATING SERVICE.** Surveying. Subdivisions. 18340 Sonoma Hwy., Boyes. Greengrass Bldg.

Comes a very local rummage sale—at Boyes Hot Springs Community church—October 2 to 6. You'll find a varied and large selection of items that you can use, priced at rock bottom. You just might well visit the display and buy a little bit. The church can use your purchase price. Buy often and big.

**RAY'S WRECKING YARD, 1216 MacArthur Blvd., Sonoma.** Bring your wrecks to us. Come here for repair parts, all makes.



Just got acquainted with Raymond Holt, who for over five months has been proprietor of the former Ellis service station and grocery on Arnold drive just this side of Eldridge. He's a family man, with a wife and three children, and gives just about the friendliest service you've ever run up against. Why not stop in some time soon?

**FRANK'S HARDWARE, Castner Bldg., Boyes. Complete stocks and super service. Paints, Tools, Glass, Gardening Supplies.**

No, we're not going to suggest a different name, but there seem to be vintage festivals aplenty in northern California. Maybe our Sonoma festival could find a more alluring name, or convince some of the others to change theirs.

Anyway, the Sonoma Vintage Festival is on this weekend, Saturday and Sunday, with more and more varied attractions than ever before. There's a pageant, parade, kiddies' section with all that entails, the Blessing of the Grapes, decorated windows in the old traditions, a midway with concessions of all types. It's a good two-day festival, well worth your visit and generous patronage.

**HOOVER OAKS TRAILER COURT, Hiway 12. Groceries. Shell products. Propane gas. Trailer space in grove for rent.**

Our attention has been called—not once but quite a few times—to the dirtiness of the streets in Boyes Hot Springs. They're disgracefully littered. And they get cleaned maybe once a year, to be generous in that estimate. Of course, as an unorganized portion of the county, we have to get along with what the great white fathers in Santa Rosa condescend to accord us. As an incorporated community we could have clean streets. When will we wake up and decide to run our own business?

**ESPOSTI'S LUNCH ROOM, Hiway 12 in Fetters. Sandwiches. Super Deluxe Hamburgers. Fountain specialties. Out of the ordinary!**

Poor little Adlai. Claims he knows something about farm problems. Sure, he owns a big farm in northeastern Illinois—but it's purely a "gentleman farmer" operation. Any man who is worth \$500,000 and displays (on purpose) a hole in his shoe sole, is no better than any other hypocrite.

The dems actually have some good men. But why don't they nominate one of them for president? Must those who want to vote democrat-ADA-socialist have to settle for second-raters?

And little Adlai was going to take the "high road" in his campaigning! But he's been taking the low road—so low it's practically at the bottom of the canyon.

And did you know that little Adlai was born to affluence, got his education under private tutors, Groton and Harvard? Ike was one of six relatively poor kids, earned his spending money by peddling ap-



ples and such from the family's garden, but went on to become the greatest man this nation has ever known? Are we at war today? And how's your financial position? Is there any good reason to go back to the messes we had not very many years ago?

**RICHFIELD SERVICE, Boyes Springs. Center of town. Fast and efficient service. Accessories. Bud Delaney, Proprietor.**

So that's all for politics this issue. Anybody want to come back at us? We'll print your rebuttal.

**ADOBE DRUG (Ray S. Duer), 417 First St. W., Sonoma. WE 8-2971**  
**Prescription Specialists      Veterinary Supplies**

We read that the Sonoma high school, which also serves the entire valley, foresees the need for more classrooms right away, even though new classrooms have just been completed and put into use.

Certainly we should have a junior high school in this valley, and it should be constructed out this way where the bulk of the school population comes from. It would seem the high school authorities want all the new construction concentrated in the Sonoma area—but school systems in other California communities are presently getting away from heavy concentrations of school facilities in the high school areas.

Any new construction affecting the present high school setup in the Valley of the Moon should be located "out" in the Valley, not in Sonoma. That school plant is big enough right now—if not too big.

**MANCUSO WINES, grower-produced. Glen Ellen. Available at every retail outlet. As good as the best, better than most.**

**MRS. KAY solves problems of love and marriage, business, careers. Reasonable charge. Across from Woodleaf, Peluffo Bldg., Boyes.**

We've never seen too many Irishmen around the Valley, but ran into one the other day, a real Irishman. He's George McCormack who with his wife Lula now operate the Chicken House in Boyes Springs, right on Valley boulevard. George is about the most relaxed restaurateur we've ever seen, and Lula's about the best purveyor of chicken in every form and luscious apple pie we've met in a coons-age.

**ROZARIO'S PALMS INN, Verano. Gathering place for the discriminating. Fine food and excellent bar. THE INSKEEPS.**

**BROADWAY CAFE, Sonoma. Pop and Mom Medros will welcome you. Friendly, convenient. Take-out license, too. Drop in.**

So both parties want the plain and ordinary voter to donate to their campaign funds. For one, we wouldn't donate a nickel to any

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political party. One reason is that they waste their funds, spend them unwisely, and in effect make plush jobs for too many parasites. Included are the publicity agents who bombard country newspapers with "press releases" which all wise editors consign to the waste-basket. These publicity men get large salaries, beg for free publicity, but pay out their real money for pictures, mats, postage, and not much else. Only a very small percentage of their blurbs ever see the light of print.

If and when the publicity boys get wise and spend a little money with the small town publishers, then just maybe we might consider a donation of a dollar or two, but not until.

**B L LAUNDROMAT, Fetters.** Bring your laundry here regularly for fast service and small charge. Wash. Dry. Iron.

**TOWNSEND'S**—Next to Bank of America, Sonoma. Shoes for the entire family. Specializing in work and sports clothes.

The George Truemans will stage a grand opening of their Valley Watch Repair in their new quarters (the former Becker building), the official date being October 6, but the store is open and worth your visit any time. You don't have to wait till the 6th. George says there'll be no orchids, but several door prizes are on tap.

**EL DORADO HOTEL, Sonoma.** Club dinners and banquets. Authentic Italian food, seafood, splendid menu. Cocktails.

**LEE STARRETT, Masseur, at Bathhouse, Boyes.** Massages, sleazderizing. You'll look and feel better. Make it a habit.

Well, folks, many of our very earliest paid subscribers are coming across with renewals, many of them still with three months or so to go on their initial payment. Makes us feel pretty good. Maybe you too would like to get your Moonbeams by mail, or send a year's subscription to a friend or relative living elsewhere. All you need do is send us a little check, or call us up. WE 8-4500.

**LITTLE SWITZERLAND, El Verano.** A Saturday night and Sunday afternoon "must" especially when you have visitors. Real Swiss. **VALLEY OF THE MOON CIGARS**—Union label, handmade right here at home. Most dealers have 'em. Superior quality always.

Back in the midwest, if a drink is bought for somebody, the accepted toast usually is "Here's to you," or "Here's looking at you" or "Here's regards." Maybe even "Here's mud in your eye." But when we came to California almost immediately we heard something new—"Here's kindness." It struck us as something particularly fine. Makes one feel good all over.

**SONOMA GOLF & COUNTRY CLUB.** Superb food and drinks, with exquisite surroundings. Try our Clown Room after golfing.



**FIELDS' AUTO REPAIRS**, next to Texaco, Feters Springs. Repairing all makes. Work guaranteed. Charges always low.

And from Texas. A visitor was sitting in a western type tavern when a young lady approached the bartender, pointed to the signs over two doors in the back of the room, and asked: "Say, am I a heifer or a steer?"

**OUR RESORT, El Verano.** Stein Club meets here. A friendly tavern. Draft beer. Mixed drinks. A good place to know.

**SONOMA MISSION INN**, Boyes. Known nationwide as a stand-out hostelry, where good food, drinks and service are superb.

Peter Yell up at his Glen Ellen nursery showed us all around his place the other day. And he's really got a place! Right now his dahlias are a beautiful sight with a variety of kinds, colors, and certainly a variety of sizes. Some of his mature blooms have reached 16 inches in diameter. His basic stock has been imported from Holland.

But besides his dahlias, he has other specialties, with fuchsias and tuberous begonias the standouts. Located close to Sonoma river, his grounds are beautiful, and it's a real pleasure to visit the nursery and just roam around.

He takes orders now for dahlia bulbs, and other root stocks, deliveries being made at the proper planting time.

**FRIBERG DRUG STORE**, So. Broadway, Sonoma. Prescription specialists. A super drug store, large stocks. Soda fountain, too.

**GREENGRASS NOW SELLS REAL ESTATE** that Sol D. Becker used to sell. Phone WE 8-4731. New offices, 18340 Sonoma Hwy.

Wonder if any other males shave with their glasses on? We really have to, because with the glasses off the face in the mirror is mighty fuzzy looking. It's quite a trick, though.

**WOODLEAF MARKET**, Boyes, for lowest prices in the Valley. Fast, efficient service, and quality products are stocked in quantity.

**BUD'S GARAGE**, Calle del Monte, opp. Food Center, Boyes. Your best bet for car repairs, all makes. Phone WE 8-3971.

Jim Maher, new butcher at the Food Center, told us the other day he had a phone call from his brother in Chatsworth, informing him of the death of his mother, who had reached the ripe old age of 93.

But he informed us he knew a lot about Chatsworth, where we published a little paper for about four years. The brother knew us when we were there. And Maher knew Walter Lohman, a real estimator who also ran a "western" store and where we first bought our western ties, worn generally down that-a-way. Almost like "old home" week.

**PAUL'S RESORT**, Verano. Banquet facilities deluxe. Dancing, Dining. Paul at the organ. One-stop resort. Swim pool.



**WALTER GRUNERT AUTO UPHOLSTERY**, Fetters Springs. Texaco station. Seat covers, floor mats, truck cushions, interior work.

But everything will be all right again in the world, starting next Monday. Lucy and Desi will be back on the air!

**MAC DONALD'S JEWELRY**, Sonoma. Expert watch service. Jewelry for everybody. Watches. Shavers. Watch Bands. Rings.

**MIKE & ROSE'S BOYES SPRINGS STORE**. Specials on meats of finest quality, last three days each week. Try our steaks.

A cutie: She was only 30 years old but she looked 50. "I need help for myself and my 11 children," she sobbed to the welfare worker. "My husband deserted me seven years ago."

The puzzled charity agent asked: "But if your husband left you so long ago, how could you have all these young children?"

"Oh, that's simple," explained the tired young housewife in all seriousness. "He's always coming back to apologize."

**SONOMA GROVE**, Hiway 12 south of Boyes. Italian food a specialty. Varied menus—all good. Cocktails. Always the very best.

**RUBBER STAMPS** made to order. **CARL O. DRESEL**, 442 Bettencourt St., Sonoma. Call **WEBster 8-4160**.

The vintage festival celebrants will find places to dance this coming weekend. A topflight affair is scheduled for Sonoma Golf and Country club Saturday night. Also many will take in a dance at the Broadway cafe Saturday night and Sunday afternoon. More will hike to Little Switzerland for the old-worldish dances, some more to Paul's Old Rancho. Likely too you'll find dancing at Londonside and the Town House in Glen Ellen. Isn't it wonderful in the Valley of the Moon?

**DENNY'S COG CLUB**, Boyes. Congenial gathering place for sportsmen and all real people. Wonderful drinkables.

**RUSTIC INN**, Glen Ellen. Authentic old-time western atmosphere, but modern know-how when it comes to tasty beverages.

We're hoping the Boyes Springs Merchants' association will get going on a really "big" annual celebration, which got off to a good start early this month with its Country Fair.

That name isn't really the best that could be selected. There are too many "country fairs" already. Original intention to use the name Jack London Days was far better, and efforts should be made to make that the permanent title.

Other suggestions heard: That the festival be made a three-day affair, with probable support from the board of supervisors or the state fairs commission; that a horse show be included; sporting events that would be enjoyed by the young people, such as bicycle races, all



kinds of contests, with merchandise prizes; perhaps some baseball or softball games, with some girls' teams participating.

Too, there could be merchandise and equipment displays, boxing and wrestling. We'd like to see a band on hand, a parade, a queen contest, a big roast steer barbecue—oh, there's so much that could be done.

This all would mean a larger site for all the proceedings, with room for picnics, outdoor dancing, and generally sociability. What if the site were off the highway? What would be wrong with staging the Jack London Days at our new recreation district park?

**BOYES SPRINGS FOOD CENTER.** One-stop Market, conveniently arranged for fast get-through. Vegetable and fruit specialists.

**JIM'S FINE MEATS,** at Food Center, Boyes. New management, but the same high quality meats. Cut as you want it. Try us!

Sal Argento of Sonoma Furniture Mart is installing a new department, to be supervised by his wife Nina. It's stocked with imported gift china, giftware, ceramics and whatnot—reasonably priced and just in time for your holiday gift buying. Take a look—a good look!

**MENDEL'S CAFE,** Boyes Plaza. Home of pizzas. New ownership. Best steaks in town, too. Cocktail bar. Variety in food and drinks.

**BATH HOUSE BARBER SHOP,** open daily except Monday. Fast, efficient work, modern shop. Bob Narcisi your operator. Drop in.

**SONOMA MILL & LUMBER CO.,** Hiway 12 at the big curve. Super service for contractors, carpenters, home owners, ranchers.

Raymond Bessons, London hair stylist, got off a boat in New York the other day and generously handed out free advice to U. S. husbands on what they do wrong with respect to the wife's coiffure.

They (says Bessone) pester the wife by offering too many suggestions they get from observing other women's hair.

They (says Bessone) "make the mistake" of telling the wife her appearance needs changing, and then compound the mistake by outlining just how she should change it.

They (says Bessone) say "no" when the wife comes home with a surprise hairdo and asks if it is becoming.

Old bean, there's nobody like "they" in this town!

**FIRESIDE LODGE,** Hwy. 12 west of Sonoma. Barbecued chicken, steaks, ribs. New management. Friendly, homelike. Drinkables.

**GLEN ELLEN LIQUOR STORE.** On Arnold Drive. Complete selection of fine wines and liquors. "SLIM" WALLACE.

**THE CHICKEN HOUSE** (formerly Lew's). Hiway 12, Boyes. Open 5 a. m. to 10 u. m. Best fried chicken and steaks in town. Try us.

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